

Wells, Rich, Greene, Inc./767 Fifth Avenue/ New York, N.Y. 10153/ Plaza 8-4300

TO: Julie Treacy

FROM: Stan Waitzman

DATE: June 21, 1985

RECEIVED

JUN 21 1985

J. L. THOMPSON'S OFFICE

RE: Benson & Hedges Base and National Theoretical Media Plans

CC: Philip Morris - J. Thompson, C. Beck, C. Lee

CC: Wells, Rich, Greene - R. Barry, P. Dolgin, J. Eastman, B. Ferguson,
B. Geis, M. Haggerty, J. Hayes, B. Kutsche, V. Minicucci, B. Stoecker,
A. Weinrib.

Attached are Base and National Theoretical Media Plans for Benson & Hedges Deluxe Lights for a twelve month period. Changes that have been made to the plans submitted on June 14, 1985 include:

Base Plan:

1. The Outdoor schedule has been revised to reflect changes in scheduling for General Outdoor. An additional month of Other Outdoor has been placed in month two.

2. Black and Hispanic 30 Sheet, 8 Sheet and 2 Sheet schedules have been reduced from five to four months.

This reduces the overall Base Plan from \$42,180.8M to \$42,002.1M or a \$178.7M difference.

3. By changing the Outdoor schedule for the Base Plan, the quarterly expenditures for the first quarter have been reduced from 33.5% of total to 23.5%; the fourth quarter expenditure requirements have been increased from 13.4% to 25.7%.

National Theoretical Plan:

1. The National Theoretical Plan magazine schedule has been adjusted to include Modern Bride and Brides magazines. Also, the Entertainment and Local publication schedules have been reduced from 10 to 9 pages. Overall, the magazine schedule has increased from a budget of \$25,476.9M to \$25,814.8M or a difference of \$337.9M.
2. A three page unit originally scheduled for Ebony and Essence in month One has been reduced to a spread.
3. Sunday Supplements have been reduced from 10 to 8 pages.

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4. The Outdoor Paint Pool has been increased from five to six months while 30 Sheet (100MM) and 30 Sheet Combined Pool have been reduced from five to four months.
5. The Newspaper schedule has been modified and the budget reduced from \$16,400.4M to \$10,899.6M or a difference of \$5,500.8M. A larger portion of this budget has been moved from month Two to month One.
6. Ethnic Magazines and ROP have been reduced from 15 to 14 pages and from 16 to 12 pages respectively. Budget reductions have amounted to \$647.6M.
7. Black Outdoor Paint Pool has been increased from five to six months while Black and Hispanic 30 Sheet, 8 Sheet and 2 Sheet have been reduced from seven to six months. These changes have resulted in a decrease of \$61.7M for Black Outdoor and a Hispanic Outdoor schedule reduction of \$144.0M.
8. The total first two month budget for the National Theoretical Plan plus Base Plan budget now totals \$29,949.9M vs. the \$37,153.8M that was originally scheduled.

If you have any questions concerning the above plans, please call me.

Stan Waitzman

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Enclosure



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